We forward a partner search request within the framework of one of the European Territorial Cooperation Programmes (Alcotra, Alpine Space, Med).

COLLISIONI FESTIVAL, the popular festival of literature, music, art and people taking place every year in Piemonte Region (Italy) between Cuneo and Barolo, is looking for partners in France, Spain, Italy, Portugal, Slovenia, Germany, Austria and Croatia in order to participate to one of the next Call of Alcotra, Alpine Space or Med Programme.

Title of their project is "CREATIVE LAB – Creative workshops for young communicators: territories relive through digitization".

The idea of the project derives from the reach agricultural land of Piemonte Region, with a great cultural heritage and landscape that, if properly exploited, also with the use of new technologies, could deliver significant positive effects both in terms of economic as well as social.

Objectives of the project are:

1. Exploiting the development potential of creative industries, making them more competitive and more linked to the territory;
2. Give new life to the artistic and rural heritage through an innovative use of visual arts;
3. Promoting the exchange and the professional development of communicators, creating a cross-border collaboration between different actors of the creative and cultural industries

Expected results are:

· Development of initiatives to strengthen cultural identity of rural areas, which, through the use of new technologies, approaching tourists and young people to the cultural heritage and landscapes;
· Creating a network of centers of excellence for experimentation, technological innovation, communication about new media and entrepreneurship in the field of culture and tourism.

Actually, partners already involved are:

- Piemonte Region – General Direction “Promotion of Culture, Tourism and Sport”
- Friuli Venezia Giulia Region – Central Direction “Production Activities, cooperation, trade, agricultural and forestry resources”.
- Associations of wine companies of Piemonte Region.

We ask you to be so kind to disseminate the partner search among your local and regional contacts (Public authorities, Creative and digital industries, companies in the field of culture and tourism, Associations, Promotion organizations, Agencies of local development).

For further information and contacts:

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